

## **MEDIA RELEASE**

**BIG MAGIC GANGA NOW AVAILABLE ON VIDEOCON d2h, CHANNEL # 859**

**REACH SURGES TO AN ADDITIONAL 8 MILLION SUBSCRIBER BASE ACROSS INDIA**

**MAKES CONTENT FROM BIHAR JHARKHAND & PURVANCHAL AVAILABLE TO VIEWERS  
ACROSS INDIA**

**Mumbai, 23<sup>rd</sup> February, 2015:** As part of its endeavor to deliver Purvanchal specific content across the country, **BIG MAGIC GANGA** the No. 1 regional entertainment channel from Reliance Broadcast Network makes itself available on **Videocon d2h** network. Available on the base pack, it will be on **Channel No. 859** adding another 8 million subscribers to existing reach of BIG MAGIC GANGA. This move now enables availability of the regional content of Bihar, Jharkhand & Purvanchal for viewers across the country.



**Videocon d2h** is India's fastest growing DTH service provider given its reach and penetration. BIG Magic Ganga is available on other cable networks and key digital networks across the country.

A high content mix of devotion, entertainment including fiction and non fiction, BIG MAGIC GANGA represents the culture, ethos, local festivals of the region on its channel in the form of Chhath Puja, Mahashivratri, Ram Navami and more. With shows cutting across all target audience as female viewers with Big Memsaab & Big Bahuria male viewers with Superfast Chhapra Express & Police Files or 1<sup>st</sup> devotional musical contest as Bhakti Samrat or Dev ke Dev Mahadev (dubbed in Bhojpuri) for entire family, BIG MAGIC GANGA has the right flavor for all age groups. Along with this, blockbuster Bhojpuri Films and special offering around festivals, BIG MAGIC GANGA sure promises to excite audience.

Commenting on the association, **Mr. Lavneesh Gupta, COO, Reliance Broadcast Network** said, "With this availability, we are happy to present the content of BIG MAGIC GANGA across the nation for audience who wish to view Bihar, Jharkhand & Purvanchal content. Our strong regional connect, local festivals and true representation of the culture of the region has helped us emerge as No. 1 in the region. It thus makes for excellent platform for the national as well as local advertisers to connect with their focused target audience in the region through this medium."

**Mr. Saurabh Dhoot, director of Videocon Group** added, "We have always strived to bring the best package of entertainment to our Videocon d2h viewers and this is a big step in that direction. We want to offer the whole gamut of channels and services empowering the consumer to opt for his preferred choice of language. We will continue to focus on strengthening our regional content offering and at the same time provide quality services."

**Mr. Anil Khera, Chief Executive Officer, Videocon d2h** also commented, "It is a matter of great happiness for us to add the BIG MAGIC GANGA channel to our bouquet of channels. It is our continuing effort to bring in more channels on our Videocon d2h platform and add to customer delight. We believe in delivering the best for our customers and are hopeful of achieving better penetration, through the addition of this channel in the region of Bihar, Jharkhand & Purvanchal."

BIG MAGIC GANGA is also available on Reliance Digital TV, Dish TV, Hathway, Incable, Manthan, Digicable, GTPL, Siti Cable, Maurya, DEN , Dish TV and other all independent operators.

### **About Reliance Broadcast Network:**

Reliance Broadcast Network is a media and entertainment company with interests in radio, television and television production. The Company houses: 92.7 Big FM - India's No.1 FM Network with 45 stations, reaching over 4 crore Indians each week; Big Magic – which has built strong brand equity as a Comedy Channel and is positioned as the one stop destination for humor, with higher affinity in the Hindi heartland; Big Magic Bihar & Jharkhand – a Channel with local content tailored for the region; Big Magic International – a channel targeted at the Indian Diaspora in the US and Canada; BIG Thrill – the destination for action entertainment; and Big Productions – its television content production division; For more information log on to [www.reliancebroadcast.com](http://www.reliancebroadcast.com)

### **About Videocon d2h:**

“Videocon d2h Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, an initial public offering of its equity shares and has filed a Draft Red Herring Prospectus dated September 29, 2014, with the Securities and Exchange Board of India (“SEBI”). Investors should note that investment in equity shares involves a high degree of risk and for details refer to the Draft Red Herring Prospectus, including the section titled “Risk Factors”. The Draft Red Herring Prospectus is available on the website of the SEBI at [www.sebi.gov.in](http://www.sebi.gov.in) and the websites of the Joint Global Coordinator and Book Running Lead Managers at [www.axiscapital.co.in](http://www.axiscapital.co.in), [www.edelweissfin.com](http://www.edelweissfin.com), [www.icicisecurities.com](http://www.icicisecurities.com), [www.idbicapital.com](http://www.idbicapital.com), [www.sbicaps.com](http://www.sbicaps.com), [www.ubs.com](http://www.ubs.com), [www.yesbank.in](http://www.yesbank.in). The Equity Shares offered in the Issue have not been and will not be registered under the U.S. Securities Act, and may not be offered or sold within the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act and applicable state securities laws. Accordingly, such Equity Shares are being offered and sold (i) in the United States only to persons reasonably believed to be U.S. QIBs, and (ii) outside of the United States in offshore transactions in reliance on Regulation S and the applicable laws of the jurisdiction where those offers and sales occur.”



Videocon d2h is India's fastest growing DTH service provider which offers 500 channels & services. Videocon d2h also has 29 Asli “HD” channels and a 4K Ultra HD Channel. Videocon d2h offers India's first 1000 GB High Definition Digital Video Recorder and is the first DTH service provider to have Radio Frequency Remote Control (available with High Definition Digital Set Top Box with unlimited recording). Powered by the MPEG-4 and DVB-S2 technology, Videocon d2h offers services like 12 PIP Mosaic, d2h Cinema, weather updates and multiple tickers to transform your TV into a hub of entertainment and knowledge. It offers High

Definition channels in 1080p, HDD Sound and 16: 9 aspect ratio. Apart from these, it has Active Music which includes 41 Audio / Video active music channels, 24 hrs a day. In addition, Videocon d2h provides round-the-clock prompt and efficient customer support in eight languages from the dedicated customer care team present in 6 locations.